



Arizona Centennial Plan

ARIZONA HISTORICAL ADVISORY COMMISSION

Benchmark 2007

Approved by
the Arizona Historical Advisory Commission
Tuesday, January 30, 2007 ~ 1:30 P.M.
at the Arizona State Library, Archives and Public Records
The Historic State Capitol, 1938 Addition, Suite 200

Planned formal release
Statehood Day Ceremony
Wednesday, February 14, 2007 ~ Noon
Restored Senate Chambers
Arizona Capitol Museum, Third Floor

Public comment invited
Email: azcentennial@lib.az.us
Further information: www.azcentennial.gov

Arizona Historical Advisory Commission Centennial Plan

Arizona commemorates 100 years of Statehood on February 14, 2012. As the last of the contiguous 48 states admitted to the Union, Arizona and its citizens have a wonderful opportunity to showcase the state's beauty, history and future.

Imagining the Centennial

As Arizona's statehood turns its first century, with the Arizona Historical Advisory Commission's Centennial plan, efforts to showcase the state's beauty, history and future will be a reality.

The Centennial activities will have financially stimulated major projects that involve community-wide collaboration, to demonstrate the vitality, quality and diversity of Arizona that will contribute to establishing a lasting legacy into the next century. The projects will have enhanced the teaching, learning, and writing of Arizona's history with new content from accurate, original research.

Ideas for legacy projects should be stimulated, perhaps even identified, by the Commission members through working with persons and groups with whom each member individually may be affiliated to develop potential legacy projects that could or should be a part of the Centennial commemoration. All groups are welcome to develop projects. Legacy and research projects might include:

- a. Restoration of historical properties to public access and use.
- b. Publication of books and/or articles that enhance knowledge of Arizona's history through new research.
- c. Creation of public art in commemoration of events or for the Centennial.
- d. Interpretation through exhibits, public programs, events, discussions in cultural, educational and information institution (such as public television, public radio) of new and/or creative revisions of historical content.

Through such projects, the Centennial would draw tourists to Arizona, as well as interest residents in parts of Arizona they have not visited.

The statewide website will document and promote locally-initiated and grassroots activities in communities throughout the state. People of all ages will have participated or will be participating in events in every area of the state that inform, document, present and commemorate Arizona's Centennial.

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Centennial Commission

In the fall of 2004, Governor Janet Napolitano, Senate President Ken Bennett and House Speaker Jake Flake jointly announced their preference for the Arizona Historical Advisory Commission (Commission) to plan the State's Centennial. Senator Jay Tibshraeny and Representative Lucy Mason sponsored legislation adding Centennial responsibility to Commission. As the only state Commission dedicated to Arizona history, it represents the major state history and heritage institutions. Statewide in its scope, it is nonpartisan in nature and operates under the state's accounting and accountability framework.

Commission's Vision for the Centennial

Ensure a lasting legacy for future generations by encouraging all Arizonans to reflect on our unique and authentic history, to experience the rich and diverse tapestry of our heritage, and to explore our promising future.

Commission's Centennial Mission

Develop, encourage, and coordinate a statewide plan for Arizona's Centennial in 2012 including:

- advising the Legislature and state agencies on Centennial history and heritage, arts and culture;
- assisting the governor's countdown to the Centennial to support school children learning about Arizona's history; and
- recommending and funding activities and projects that will ensure lasting legacy accomplishments to commemorate the Centennial.

This plan intends to create an awareness of the Centennial through:

- Establishing criteria for officially designated legacy projects and stimulating local initiatives by helping communities identify and research legacy projects.
- Generating sources of funding such as institutional sponsorships, public-private partnerships, and local funding options including private sector support that may assist designated legacy projects.
- Marketing and promoting designated legacy projects and activities.

The Commission is developing funding sources and allocations processes, public relations programs, communications mechanisms, audit and financial controls, and a reporting procedure to the Legislature and donors. The Commission will act as a facilitator for intergovernmental communications.

There are many benefits to be gained from a well-planned, well-executed state Centennial. By encouraging the statewide cultural community to work with others to develop specific projects related to the Centennial, these projects and activities will serve as a springboard for future decisions that incorporate a better understanding of Arizona's culture and history into state and local policy. Centennial projects and activities will give state legislators, local government officials, and interested institutions or organizations an opportunity to hear and learn from the public about their priorities when commemorating Arizona's history. It is the Commission's intention that as a result of the legacy projects new research regarding Arizona's history will be available for the teaching, writing and learning about Arizona.

To move from the present to a successful 2012 Centennial, the following guiding principles are essential:

- Statewide representation and participation in the planning and implementation of the Centennial.

- Responsive institutional relationships that ensure Arizona’s history and cultures are represented adequately, accurately, and appropriately.
- Collaborative approaches that capitalize on the combined skills and views of multiple partners.

Background

The Arizona Historical Advisory Commission was authorized in 1976 under ARS 41-1352 as a part of the Arizona State Library, Archives and Public Records (ASLAPR). In addition to generally reflecting the broader concern for the support of the study of Arizona history and research, Chapter One (S.B. 1065) of the Laws of 2005, added specific responsibilities to create awareness and promote observance of Arizona’s Centennial at the local and state level.

Arizona’s cultural community promoted this new law to properly plan for the Centennial. The law expands the membership and mission of the Commission, including the charge of creating a Centennial plan.

Additional legislation enacted in 2006 (H.B. 2870 Section 3B) states “The Historical Advisory Commission may accept and spend appropriations, grants, gifts, contributions and devises to assist in carrying out this section [Centennial Work]. The Historical Advisory Commission may accept and spend grants, gifts, contributions and devises to contract for administrative and clerical staff, professional and administrative experts and other staff as necessary to enable the commission to carryout out this section [Centennial Work].” It also provided an appropriation of \$2.5 million for activities and projects related to the Arizona Centennial. Before this money can be spent, a matching amount of \$5 million must be raised from non-state sources. This funding package of \$7.5 million gives the Commission the potential to provide funding for designated legacy projects.

The Commission consists of not less than 10 but not more than 20 members appointed by the Director of the Arizona State Library, Archives and Public Records (ASLAPR) who serves under the direction of the bipartisan bicameral Board of the Arizona State Library, Archives and Public Records. Commission members include experts in the fields of:

- historic preservation
- history
- arts and culture
- architecture and archaeology
- professional libraries and archives
- persons associated with the interpretation, research, writing, preservation or teaching of the state’s heritage
- Also included are the Directors of the
 - Arizona Historical Society,
 - Arizona State Museum,
 - Arizona State Parks Board, and
 - State Historic Preservation Officer
 - Arizona State Library, Archives and Public Records

Each unit of government is encouraged to establish a Centennial committee at the local level. Local committees are the key to identifying legacy projects that can mobilize a community effort including history related organizations, educational, cultural and arts institutions, and community organizations. It is hoped that public and charter schools, colleges and universities will design education related Centennial projects and activities as well as participate in other Centennial commemorations.

There are six working committees of the Commission. The committees will work with stakeholders to ensure a well coordinated effort that achieves a successful Centennial. The working committees are:

1. The Historic Sites Review Committee (HSRC) is a statutory standing committee of the Commission. The Historic Sites Review Committee Chair is by statute a member of the Commission.
2. The Countdown to the Centennial Committee is comprised of gubernatorial appointees. A representative of the Countdown to the Centennial Committee will become a member of the Commission.
3. The Development Committee will work with both the public and private sectors to secure funds for the Commission. A member of the Commission will Chair the Development Committee.
4. The Marketing Committee will develop the communications and marketing strategies for the Commission. A member of the Commission will Chair the Marketing Committee.
5. The Programs, Projects and Events Committee will develop the criteria for the Centennial programs, projects and events and will be available to assist in implementation of said activities. A member of the Commission will Chair the Programs, Projects and Events Committee.
6. The Membership Committee will recruit members to serve on the Commission and the six standing committees. The Vice-Chair for Committees of the Commission will Chair of the Membership Committee.

To support the work of the Commission and to provide information to the public a website, www.azCentennial.gov, was created. Stakeholders and the general public may contact the Commission with questions and comments about the Centennial at azCentennial@lib.az.us.

Partners

The Arizona Centennial effort is supported by partnerships. In addition to the Arizona Legislature, the Governor and Judiciary, statewide government agencies, tribal nations and cultural and arts institutions are encouraged to participate.

Initial major partners included the Arizona State Library, Archives, and Public Records (ASLAPR); Arizona Humanities Council; ASU Public History Program; the Arizona State Museum; KAET television; the Arizona Historical Society; Arizona State Parks; Sharlot Hall Museum; Phoenix Heritage Commission; Arizona Commission on the Arts; Salt River Project; Arizona Library Association; Arizona Historical Foundation; the State Historical Preservation Office; and the Coordinating Committee for History in Arizona.

The **Coordinating Committee for History in Arizona** (CCHA) provides a greater awareness and appreciation of history through workshops, conferences, and outreach activities. In May 2004, the CCHA launched the first planning workshop to begin the process of preparing for the Centennial. A second statewide workshop was held in May 2005 and a third in August 2006. CCHA will continue providing annual workshops related to the Centennial effort until 2012. In addition, CCHA sponsors meetings and discussions throughout the year. CCHA also maintains an e-mail list of individuals interested in Centennial updates and information.

Although the Centennial year is 2012, activities and projects are already underway. In 2003, when Governor Napolitano issued a gubernatorial proclamation recognizing Statehood Day and officially announced the **Countdown to the Centennial**, fourth graders took part in a number of activities depicting Arizona's past and present. The Governor appointed a Countdown to the Centennial

statewide task force and charged them with planning additional activities for 4th graders depicting Arizona's past and present in each ensuing year until 2012 when all 4th graders in Arizona will be invited to a Centennial event.

Each spring, the **Arizona Convocation**, sponsored by the ASLAPR, brings together a diverse community of librarians, archivists, museum professionals, historians, genealogists, records managers and conservators. Through the speakers, panels and conversations, it seeks to connect colleagues both by region of the state and by type of institution and to strengthen programs that support Arizona's cultural resources. Cultural institutions are places where anyone can go to explore a society's past (2005) and contemplate its future. Each year the convocation will sponsor original historical research on a variety of themes to update "Arizona at 75", written for the 75th anniversary of Statehood. Arizona's water resource (2006) was the first in this series. See <http://www.lib.az.us/convocations/> for more information. The convocations leading up to the Centennial will introduce new historical research each year that has long term significance for Arizona.

The Arizona Historical Society has a Centennial planning committee whose work will be coordinated with the plan. The society has formal links to their certified history museums throughout the state, which will assist and coordinate efforts as these communities develop their own Centennial planning.

The Centennial list of partners and partnerships could include the following:

The six regional planning agencies or councils of government:

Maricopa Association of Governments
Pima Association of Governments
Northern Arizona Association of Governments
Western Arizona Association of Governments
Central Arizona Association of Governments
Southeastern Arizona Association of Governments

The Intertribal Council, The Commission on Indian Affairs, and other governmental, educational or community based organizations will be crucial to the success of a statewide Centennial commemoration. The League of Arizona Cities and Towns, the Arizona Association of Counties and the County Supervisors Associations of Arizona are also involved. Working closely with state agencies is an important part of the Commission's Mission.

Taking Stock of the Present

The Centennial offers a significant opportunity to reflect and take stock of Arizona's development over time and note that we are at the point of 100 years of statehood, what we have come to be, and what we are in the process of becoming as we enter a new centenary era. Statehood in 1912 was but one moment in Arizona's long-term process of becoming. The 2012 Centennial is yet another milestone in that process of becoming. On the surface a Centennial signifies the end of one era and the opening of another. Yet as a benchmark date, it provides the moment where we look in three directions—backward, around, and ahead. The Centennial opens a moment in time for significant introspection and reflection that embraces all members of the state's communities. Events, activities, and projects that encompass the full range of Arizona's citizenry touch each part of the state. Such a commemoration reminds us of our long, rich history characterized by diverse communities and cultures that extend over hundreds of years. We remember as well the remarkable changes wrought on the natural and cultural landscape by those who engineered Arizona's successful entry into the federal union as a state. Their commitment to development and investment in Arizona's future created the foundations for the remarkable economic and population growth in the post-World War II era that ushered in the latest developments in science and technology. Imagining the Centennial means creating opportunities for all Arizonans to participate and appreciate the fabric and texture of the

state's rural and urban histories and its diverse cultures that are traditional and long-standing as well as new and linked to the rapidly changing world outside Arizona.

The Centennial offers the moment to bring Arizona's contemporary history to the foreground within a broad historical context. Different strands of the past can be considered in light of present circumstances. At the Centennial we can reflect on the formal political act of 1912 of becoming a more integral part of the United States, consider the history of the remarkable years since statehood marked by significant population growth, urban change, and the huge economic transformation from an agriculturally- and mining-based economy to high-tech status and in the 21st century to translational genomics, and anticipate the potentially vast changes ahead in the 21st century with sustainability one of Arizona's most important topics. Because history is an ongoing, unfolding process, the Centennial as part of Arizona's history is as much the embracing of the past as the present and future. At the Centennial Arizonans can pause to ponder: to reach back in time to celebrate the Native heritages evident in the contemporary Native populations and reflect on the effect of the arrival of Euro-Americans who established Spanish and Mexican outposts and then Anglo American communities soon receiving ever increasing numbers. The steadily increasing numbers of the onslaught in post World War II growth will encompass the Centennial itself in tremendous growth and economic expansion. Between 2006 and 2012 an anticipated 1.4 million people will swell Arizona's population. The Centennial provides a unique moment to welcome this audience of new arrivals by helping them identify as Arizonans and learn to call Arizona home. Articulating Arizona's strong sense of place will be as important for the newcomers as well as current residents. Arizona's cultural institutions have an important role in bringing the Centennial's events and programs to new and traditional audiences. Sharing and understanding the many stories and resources of Arizona's past, as well as exploring opportunities offered by our present day confluence of cultures is the important work of the Centennial.

Political Climate

Arizona's political context varies significantly by level of government and region of the state. In many situations, public-private partnerships are welcomed and supported. In others, public entities will absorb Centennial commemoration into their ongoing efforts and work. Most public officials view the Centennial as an important opportunity to showcase Arizona and to increase our knowledge of Arizona history.

The Commission understands and appreciates the importance of statewide involvement and participation in the state's Centennial.

Arizona's American Indian Citizens

There are 21 federally recognized American Indian communities, reservations and nations in Arizona. The Zuni tribe of New Mexico maintains aboriginal ties to the region and also has trust lands in the state. There remains, from the earliest times to the present, great linguistic, cultural and social diversity among contemporary Native People. American Indian urban populations add to this diversity with the advent of adult Indian relocation programs of the 1950s and 1960s to young people today seeking higher educational opportunities at colleges and universities throughout the state.

The question, "How do American Indians view the Arizona Centennial?" would not generate a single, monolithic response. Indeed, responses would be varied and it is, in part, the Commission's task to invite and act upon the varied responses. Some American Indians may not view the Centennial as a celebration at all. Others may view it as a time to take stock of the present, reflect on the past with regard to human and political relations, and prepare for the future.

The Commission invites American Indian individuals, organizations, communities, and nations to consider legacy or other special projects. Most Indian communities in the state have a museum or a

heritage/cultural center that could serve as a venue for the community to show and demonstrate their participation. These facilities are natural confluences between community members and Arizona residents at large. By the year 2012, it is likely that all Indian communities in Arizona will have a cultural center or similar venue. Schools and school libraries are also important public gathering places. The Centennial could also be a time to bring world attention to the many forms of artistic expression created by today's American Indian artists. The possibilities are limitless for American Indian participation.

Arizona's Hispanic Culture

Arizona's path to statehood began in 1528 under Spanish rule, when the eight year exploration of Cabeza de Vaca brought European attention to this part of the New World. Over the next century, Spanish explorers claimed vast land in the Southwest and made the first systematic exploration. Franciscan missionaries were the first Europeans to live in what is now Arizona from 1687 – 1711. The famous Father Kino established the missions of San Xavier, San Miguel and Guevavi in Pimeria Alta along the Rio Santa Cruz and Rio San Pedro. Silver was discovered in 1736. In 1752 Tubac Presidio (fort) became the first European community in Arizona. Tucson followed in 1776.

Following the Mexican Independence Movement of 1810 – 1821, Arizona's lands were under Mexican Rule. Following the Mexican War, which ended with the Treaty of Guadalupe Hidalgo in 1848, those lands became part of the New Mexico Territory in the United States. Additional lands were added to Arizona in 1853 as part of the Gadsden Purchase.

Today 28.6% of Arizona is of Spanish or Mexican decent. Those cultures give Arizona much of its color, music, art and culinary excellence.

IMPLEMENTATION AND THE NEXT STEPS

Marketing

A comprehensive marketing campaign will be developed to promote awareness of and engagement in the Centennial as envisioned by the Legislature.

- Increase awareness of and promote Arizona's Centennial plans
- Increase awareness of how civic, community, cultural, arts, and governmental organizations and agencies can participate in Centennial projects, events and activities.
- Develop materials for presentations by Commission and Commission committee members to business organizations, trade associations and chambers of commerce to encourage participation, linkage and support for Centennial projects, events and activities.
- Develop an official Centennial logo and brand Commission endorsed projects, events and activities
- Explore logo merchandising opportunities as a means to securing resources to support Centennial programs, projects, events and activities

Other marketing committee efforts may include the development of methods of engaging civic, community, cultural and arts organizations to plan Centennial events, projects, or programs. The Marketing Committee will explore ways to inform and engage Arizona's Congressional Delegation and other appropriate federal agencies about Arizona's Centennial efforts.

The Commission will make presentations to major business and professional trade associations and chambers of commerce to encourage linkage and support for legacy projects. In many cases there will be opportunities for the trade associations to join with state agencies to organize and develop projects. In this process Commission members and standing committee members can help identify and promote potential projects, particularly in the field of their expertise.

Programs, Projects, Events

The events of the Centennial commemoration will allow the people of Arizona to reflect on the state's unique and authentic history and explore its promising future. One goal of this commemoration in 2012 is to provide through designated legacy projects not only remembrances of the past but also lasting and ongoing efforts for the future. Other programs of a more ephemeral nature will play a role as well, and guidelines will be developed for events in 2011 and throughout the Centennial year of 2012.

The Programs, Projects and Events Committee will be appointed to oversee application and implementation processes. This group will:

- Develop criteria and application procedures for Centennial legacy projects, programs and events.
- Review project applications according to a published schedule and make recommendations to Commission for official Centennial designation.
- Create structures to report on designated programs.
- Assist in implementation of official Centennial projects.
- Provide information regarding funding procedures to eligible entities.
- Coordinate and define project evaluation.
- Encourage commitment from state agencies to participate in and support legacy projects.
- Place appropriate documentation from designated projects on permanent record with the Arizona State Archives.

Project Criteria

The Commission has developed criteria by which to assess proposed legacy projects for official Centennial designation. To be considered for official designation, the project must:

1. Accurately portray a significant aspect of Arizona history.
2. Be accessible to large numbers of visitors and users.
3. Demonstrate collaboration in the planning.
4. Produce an enduring product that will live on after 2012.
5. Include an educational component.
6. Include a plan for implementation.

The application for receiving status as an official Arizona Legacy Project or event is included in the Appendix with full instructions. Certification allows for uses of the official Centennial logo and inclusion in the overall statewide public relations program. Only certified projects qualify for funding requests. The Commission will meet at least quarterly to consider certification and funding requests. Reports, photographs, recordings and other documentation from designated Centennial projects will be placed on permanent record with the Arizona State Archives.

Two statewide efforts have been designated Arizona Legacy Projects. The Arizona Memory Project <http://azmemory.lib.az.us/> and the OneBookAZ <http://www.onebookaz.org/> (Arizona history theme reading program).

The Programs Committee is charged with assisting in the implementation of official Centennial projects. This assistance could be provided through serving as an information and tracking resource, keeping the many entities aware of the projects planned, and recording where and when they will take place. Funding opportunities will be another important area of program assistance. It is a goal of the Commission to provide funding assistance for officially designated legacy projects. Guidelines and procedures will be developed as funds become available. Other opportunities for helping project directors may arise as applications are approved and implementation begins. Project directors will be

asked to provide final reports, and appropriate photographs, recordings and other documentation will be placed on permanent record with the Arizona State Archives.

State agencies, including the three universities, can play a major role in the state Centennial commemoration, and the Programs Committee will develop ways to encourage and assist these commitments.

Centennial events will tend to be planned by communities and organizations for the years leading up to the actual date of February 14, 2012, and throughout the Centennial year. Specific Commission guidelines and suggestions for events will be forthcoming.

Development

The Development Committee will work with both the public and private sectors to secure funds for the Commission. A member of the Commission will Chair the Development Committee.

The accounting system for the entire Centennial will be administered through the Arizona State Library, Archives and Public Records.

Audit and financial controls will be ensured, particularly including a mechanism that will identify and track all earmarked funds. This is essential since all contributed non-state funds must pass through the State Treasurer's office and be reported to Legislative Council to be counted for the match requirement.

Fundraising goals will be continuously revised as the work of the Commission and sub-committees continue. Each official legacy project will, in most cases, have its own fund development. The official Commission, Centennial website will include a fundraising section. The website may also include fundraising messages for selected legacy projects.

The key to the development of legacy products is proper planning and adequate funding. The Centennial appropriation clearly sends a strong signal to cities and towns, Indian tribes and counties that, if the Commission fundraising is successful; the State will help sponsor legacy projects and activities that are sanctioned as official Centennial projects by the Arizona Historical Advisory Commission.

The Development Committee will:

- Ensure audit and financial controls through the ASLAPR.
- Initiate and maintain reporting procedures to the Legislature and donors with ASLAPR.
- Determine potential for federal grants or cooperative action.
- Encourage commercial and industrial trade organizations to develop and support legacy projects and/or to cooperate with local and state governmental and cultural entities.

Centennial Funds

To underscore the importance of the Centennial, the Legislature included in the fiscal year 2006-2007 budget a non-lapsing appropriation of \$2.5 million to encourage and facilitate commemorative activities and legacy projects. The budget bill language requires that a matching amount of \$5 million must be raised from non-state government sources before the appropriation can be released for Centennial work. These sources would be cities, towns and counties, grants from Indian Tribes, federal grants, and the private sector.

When funds are available, a funding mechanism and fund allocation procedure will be developed for requesting grants for individual projects already designated as Centennial Legacy Projects (See application on website at www.azcentennial.gov).

Meeting the Legislature's Match Requirement of \$5 Million

Funds from non-state sources for Centennial legacy projects that meet the criteria of the Arizona Historical Advisory Commission to qualify as part of its match requirement by Legislative Council must be deposited (in an Arizona Centennial account) in the office of the State Treasurer through the Arizona State Library, Archives and Public Records. Contributions or grants to specific projects should be earmarked, if possible, and will be available to the project after accounting as match or released if not qualified as match.

Contributions may be spent as they are collected and still qualify for the required match so long as they are processed according to the law into the Centennial account.

Local government will have a primary responsibility to stimulate and sponsor projects. This will motivate initial funding that will provide the required match to activate the state appropriation to be distributed statewide. The Commission may make grants to local government or organizations that sponsor the official projects after procedural approval by the Legislative Council. Legislative Council consists of the President of the Senate, Speaker of the House and six members each from both the Senate and House of Representatives.

With the expectation that many of the contributions used to achieve the state match requirements will either be earmarked or allocated to a specific legacy project, the Commission may consider financial assistance for these projects when the state appropriation of \$2.5 million has been matched and is available to the Commission for use.

In-kind Contributions

There will be instances where an in-kind contribution of goods and services will be donated for Centennial purposes. These should be accepted if appropriate, but the value cannot qualify toward the match requirement. Donors of such goods and services should receive proper recognition by the project sponsors in all public relations activity relative to the project and the Centennial.